

Luminary partners with Acast to bring Luminary Original podcasts to a wider audience

Acast, the world's largest global podcast company, and Luminary, the premium podcast network, have announced a strategic partnership to broaden the reach of selected Luminary Original podcasts. Six shows—including *Under the Skin* with Russell Brand, *Joking Not Joking* with Mo Amer and Azhar Usman and *How I Masaba* with Masaba Gupta—will be made available to listeners across all listening platforms, via Acast. Acast will also serve as Luminary's exclusive monetization partner for these podcasts across all platforms including Apple Podcasts, Spotify and Amazon Music.

Under the terms of the partnership, later this month Luminary will also leverage the [Acast+ Access](#) capability, which launched earlier this summer, to allow subscribers to access exclusive content on the listening app of their choice. With Acast+ Access, publishers and other companies, like Luminary, have the most powerful, centralized solution for all their podcasting and subscription-based needs—allowing them to manage advertising, distribution, and membership benefits seamlessly in one single, easy-to-use platform.

The partnership will complement Luminary's subscription business model, as it makes use of Acast's advanced distribution and monetization technology to reach an even wider audience. Since launching in 2019, Luminary has established itself as a prominent player in the podcast industry, offering exclusive content accessible through its app or via Apple Podcasts Subscriptions. In that time, Luminary has worked with some of the most renowned voices in podcasting and entertainment, including Guy Raz, Dave Chapelle, Corinne Fisher, Krystyna Hutchinson, and more, to identify the distribution strategy that best fits their content and resonates with their unique audience.

"We are on a mission to become the front door to podcasting by powering all discovery, growth and monetization in this industry. This partnership supports us on this path as we help make Luminary's exceptional audio content easily accessible for everyone, and monetizable everywhere. Luminary's decision to leverage Acast's technology and expertise highlights our shared commitment to an innovative strategy", says Ross Adams, CEO of Acast.

"Luminary was founded with a vision to produce high-quality shows that move listeners. Our partnership with Acast will allow us to highlight culture-defining content like star-studded interview show *Under the Skin* with Russell Brand and *Joking Not Joking* with Mo Amer and Azhar Usman, while giving these artists —and their excellent work—the wider audience they so deserve", says Matt Sacks, Chairman and co-founder of Luminary.

For more information

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About Acast

Since 2014, Acast has been creating the world's most valuable podcast marketplace, building the technology which connects podcast creators, advertisers and listeners. Its marketplace spans more than 100,000 podcasts, 2,300 advertisers and 400 million monthly listens. Crucially, those listens are monetized wherever they happen - across any podcasting app or other listening platform.

The company operates worldwide and is headquartered in Stockholm, Sweden. Acast is listed on the Nasdaq First North Premier Growth Market (ACAST.ST).

Attachments

[Luminary partners with Acast to bring Luminary Original podcasts to a wider audience](#)